

Curriculum Vitae

BELLO Semiu Musa

PhD (Media and Communication), M.Sc (Mass Communication) Masters Degree (Media Resources Management), B.A (Hons) (Mass Communication), HND (Mass Communication)

Brief Resume

A young, energetic, visionary academic and astute researcher in media and communication for over 13 productive years, Semiu is a self-motivated and enthusiastic media and communication teacher, trainer, researcher and scholar whose research interest covers print journalism studies, health and development communication, media literacy, mass media and society, communication theories, mass media research, new/digital media and public relations. I have graciously enjoyed a successive and non-stop academic sojourn of reading, writing and researching in mass communication, leading to the award of five higher academic degrees between 1997 and 2015 in Nigeria and abroad.

With determination and strong vitality, I significantly proved my research ability and academic ingenuity during my PhD scholarship at the University of Canterbury, New Zealand where I made the record of the first candidate to complete a PhD thesis in two years in the Department of Media and Communication and the entire College of Arts. More importantly, in over 13 years of academic career, I have successfully published about fifty (50) academic papers in reputable national and international journals and I have been appreciably cited on Google Scholar, Semantic Scholar and I also enjoy virtual presence on ResearchGate, Academic.edu, everipedia and through my URL: www.semiubello.com. Dr. Semiu Bello has published creditably well across the field of Media and Communication with particular emphasis in the field of health and development communication. I now connect my knowledge and skills in the field of health communication and mass communication in general with community development by leading an NGO, *The Regenerate Initiative (Tri) for Community Health and Youth Development*.

I am currently serving as a member of the Editorial Board of two reputable international journals in Malaysia and India respectively and I review research articles for many journals in Nigeria and abroad; including a Sage journal: *Global Health Promotion*.

My key skills

- Excellent pedagogical experience in teaching in the field of media and communication
- Excellent research skills and experience in the field of media and communication
- Excellent experience in curriculum planning and development in media and communication
- Excellent experience in supervision of thesis at the undergraduate and postgraduate levels
- Considerable experience in reviewing articles for reputable journals
- Strong ability in networking, collaboration and team building
- Strong motivational skills and sound ability in mentoring students and other younger colleagues
- Strong ability in organisational management to achieve organisational goal and objectives in the face of scarce resources
- Excellent communication skills and interpersonal interaction among colleagues and people in general
- Strong leadership and managerial skills, within and outside the University system
- Excellent skills and experience in community mobilisation and development
- Excellent skills in conceptualisation of ideas in solving problems and driving projects
- Excellent skills in various forms of professional writing such as project proposal, business proposal, position paper, advertorial and biography.

My Uniqueness

- A teacher, character builder and mind moulder
- An excellent media and communication researcher
- A human manager of distinction and seasoned leader
- A skilled and professional speaker, prolific writer and excellent communicator
- A community mobiliser and advocate
- A networker, strong collaborator and team builder
- A thinker, an analyst and problem solver
- An innovator, a practicalist and role model
- A corporate strategist, and seasoned organizational manager

PERSONAL PROFILE

Name: **BELLO** Semiu Musa
Gender: Male
Date and place of Birth: 23rd Feb, 1976 (Sagamu)
Marital Status: Married
No. and ages of Children (5): 14, 13, 8, 6 & 4
Nationality: Nigerian
State of Origin: Ogun
Local Government Area: Sagamu
Home Town: Sagamu
Home Address: 1, Musa Aina Estate Ajegunle,
Sagamu Ogun State Nigeria
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Google Scholar: <https://scholar.google.com/citations?user=Rni0hecAAAAJ&hl=en>

ACADEMIC QUALIFICATIONS

- i. Doctor of Philosophy (PhD), Media and Communication 2015
- ii. Master of Science (M.Sc), Mass Communication 2012
- iii. Master in Media Resources Management (MMRM) 2010
- iv. Bachelor of Arts (B.A (Hons)), Mass Communication 2007
- v. Higher National Diploma (HND), Mass Communication 2003
- vi. National Diploma (ND), Mass Communication 2000
- vii. West African Secondary School Certificate 1994
- viii. Primary School Leaving Certificate 1988

INSTITUTIONS ATTENDED

i.	University of Canterbury, Christchurch New Zealand	2013-2015
ii.	University of Lagos, Akoka, Nigeria	2008-2012
iii.	University of Ibadan, Oyo State, Nigeria	2007-2010
iv.	Olabisi Onabanjo University, Ago Iwoye, Ogun State	2004-2007
v.	Moshood Abiola Polytechnic Abeokuta, Ogun State	2000-2002
vi.	Moshood Abiola Polytechnic Abeokuta, Ogun State	1997-1999
vii.	Ofin High School Sagamu, Ogun State	1989-1994
viii.	Local Government Primary School 1 Ijagba Sagamu	1983-1988

MENTORSHIP HISTORY AND TRAININGS ACQUIRED

My mentors and skills acquired from them

- i. Professor Lai Oso: Lagos State University, Nigeria (1997 till date). Academic and research training in mass communication, research skills and academic leadership and management training
- ii. Professor Bolanle Akeredelu-Ale: Federal University of Agriculture Abeokuta, Nigeria (2008 till date). Academic leadership training and management skills
- iii. Professor Linda Jean Kenix: University of Canterbury, New Zealand (2013 till date). Academic and research training in media and communication, health communication, qualitative and quantitative analysis skills and general academic writing skills
- iv. Professor Donald Matheson: University of Canterbury, New Zealand (2013 till date): Training on academic and research skills
- v. Dr. Babak Bahardor: University of Canterbury, New Zealand (2014 till date). Training on Survey Research method and academic writing skills
- vi. Professor Ahmed Adedeji: Olabisi Onabanjo University Ago Iwoye (1997 till date). Health research capacity development, leadership/management skills and motivational skills
- vii. Professor Victor Ayedun Aluma: University of Jos, Nigeria (2008 till date): Research skills, presentation skills and academic leadership training and management skills

- viii. Associate Professor Dele Odunalmi: Olabisi Onabanjo University Ago Iwoye (2004- till date). Research capacity development, leadership/management skills and public communication

My mentees and skills provided

- i. Abdullah Salaudeen (2021 till date): Research training, teaching methodology and approach in media and communication, academic writing training and academic publication training.
- ii. Yunus Shittu (2021 till date): Research training, teaching methodology and approach in media and communication, , academic writing training and academic publication training.
- iii. Ibrahim Yunus (2018 till date): Research training, teaching methodology and approach in media and communication, academic writing training and academic publication training.
- iv. Adekunle Adebayo (2018 till date): Research training, teaching methodology and approach in media and communication, academic writing training and academic publication training.
- v. Biodun Eleshinloye (2016 till date). Research training, in-depth interview skill, academic writing training and academic publication training.
- vi. Halimat Okunlola-Badmos (2016 till date). Research training, in-depth interview skill, academic writing training academic publication training.
- vii. Ngozi Marion Emmanuel (2016 till date). Research training, in-depth interview skill, academic writing training and academic publication training.
- viii. Jamiu Folarin (2000 till date): Academic orientation, scholarship training and academic collaboration which resulted in the joint-authorship of a journal article.
- ix. Aminat Adejola-Bello (2009-2014). Scholarship training and academic writing skills, which resulted in joint authorship of three journal articles.
- x. Benjamin Adeoye (2014). PhD research assistance-ship. Training on content analysis research method and general insights into academic research
- xi. Kemisola Abolarinwa (2013-2016). Academic orientation and reinstatement of studentship after initial exit or drop from the university in 200 level of mass

communication studies. Kemisola later graduated in 2016 with CGPA of 4.28 (Second Class Upper Division).

CAREER HISTORY/WORK EXPERIENCE

POSITION DESIRED: ASSOCIATE PROFESSOR/READER

- i. Senior Lecturer: Kwara State University Malete, Kwara State Nigeria 2021 till date
- ii. Lecturer 1: Kwara State University Malete, Kwara State Nigeria 2018- 2021
- iii. Lecturer 11: Olabisi Onabanjo University, Department of Mass Communication, Ago Iwoye, Ogun State, Nigeria 2012-2018
- iv. Senior Lecturer: International College of Health Sciences and Liberal Arts (ICHSLA) School of Liberal Arts Studies (Adjunct Lecturer) 2015- 2016
- v. Lecturer: University of Canterbury, Department of Media and Communication 2015
- vi. Lecturer 1 (Last Position held in 2012): Department of Mass Communication, Crescent University, Abeokuta, Nigeria 2008-2012
- vii. Lecturer 1: Tai Solarin University of Education, Department of Sociological Studies, Mass Communication Unit: (Adjunct Lecturer) 2011-2012
- viii. Lecturer and Researcher: International Institute of Journalism, Abeokuta Centre, (Affiliated to University of Maiduguri) (Postgraduate Class) 2009-2010
- ix. Lecturer and Researcher (Part Time): Department of Mass Communication, Moshood Abiola Polytechnic, Abeokuta Nigeria 2008- 2011
- x. Teacher: Sagamu High School, Sagamu English Language, Literature in English and Oral English 2005-2008
- xi. Lecturer: S-TEE Associates in Conjunction with OSU Consults 2004-2005 Department of Mass Communication (Sagamu and Ijebu Ode Study Centres)
- xii. Community Secondary School Obeleagu Umana, Enugu State Ezeagu Local Government, Enugu State English Language Teacher (NYSC Place of Primary Assignment) 2003–2004

xiii. Omolade Nur. and Primary School, Sagamu, Ogun State (Teacher) 1996-1997

AWARDS, GRANTS AND DISTINCTION

- i. Federal Government of Nigeria Scholarship accessed through Olabisi Onabanjo University, Ago Iwoye: Tertiary Education Trust Fund (TETFund) for PhD Studies at the University of Canterbury Christchurch New Zealand. 2013
- ii. University of Canterbury Contestable Research Grant to attend the Annual Conference of International Association of Media and Communication Researchers (IAMCR) held in Hyderabad India. 2014
- iii. University of Canterbury Contestable Research Grant to attend the Annual Conference of Australia and New Zealand Communication Association (ANZCA) held in Queenstown New Zealand. 2015
- iv. University of Canterbury Contestable Research Grant to attend the Annual Conference of Journalism Education Association of New Zealand (JEANZ) held at Massey University, Wellington New Zealand. 2015

Theses/Dissertations:

- i. Bello, Semiu (2015): Newspaper Coverage of Health Issues in Nigeria: The Frequency of Reporting HIV/AIDS, Malaria and Polio and the Effect of Seeking Health Information on the Health Behaviours of Newspaper Readers. A PhD Thesis Submitted to the Department of Media and Communication, University of Canterbury Christchurch New Zealand. 2015
- ii. Bello, Semiu (2011): Evaluation of Health Programmes on Radio in Preventing and Reducing Malaria in Ogun State: A Case Study of Sagamu Local Government Area. An M.Sc Dissertation Submitted to the Department of Mass Communication, University of Lagos, Akoka, Lagos, Nigeria. 2011

- iii. Bello, Semiu (2010) Evaluation of Newspaper as a Learning Resource for Secondary School Students: A Master Dissertation Submitted to Abadina Media Resources Centre, University of Ibadan, Ibadan, Nigeria. 2010
- iv. Bello, Semiu (2003): The Effect of Interpersonal Communication in Election Process: A Case Study of 2003 General Elections in Sagamu Local Government. A B.A (Hons) thesis submitted to the Department of Mass Communication, Olabisi Onabanjo University, Ago Iwoye, Nigeria. 2007
- v. Bello, Semiu (2002): September 11: The Role of Media in Propaganda War. An HND Project submitted to the Department of Mass Communication, Moshood Abiola Polytechnic, Abeokuta, Nigeria. 2002

ACADEMIC PUBLICATIONS

1. Odunlami Dele & Bello Semiu (In press). Newspaper and Magazine trends in Nigeria: History, Politics and Economy (**Chapter contribution**) (TETFund Book Project)
2. Folarin, Jamiu, Adesina, Kola, Odunlami, Dele Odunlami & **Bello, Semiu** (In press) Hybrid approach to puncturing political disinformation bubble ahead of 2023 General Elections in Nigeria (**Chapter contribution**)
3. Oso, Lai & **Bello, Semiu**. (In press). Content analysis: concept, history and practical approach (**Chapter contribution**)
4. Oso, Lai & **Bello, Semiu**. (In press). Media routines and the making of environmental news. (**Chapter contribution**) (*The Journal of Development Communication*)
5. Salaudeen Kamoru Aremu, **Bello Semiu** (2021). Between knowledge and practice: interrogating adolescent sexual and reproductive health communication campaign in Ibadan. *Tambari: Journal of Media, Theatre and Communication Studies*, Vol. 1, No., 1, pp. 62-77. (**Journal article**)
6. Bello Semiu: (2021) Democracy, media freedom, media watchdog and society: Are the media really free? In Oso, L., Olatunji R. W. (Eds). *Media, Public Opinion and Governance in Africa*, pp. (**Chapter contribution**)

7. **Bello Semiu** & Eleshiloye, Abiodun (2021). The dilemma of newspaper cartoonists: Perspectives from Nigerian practitioners. *The Indonesian Journal of Communication Studies*, Vol 14, No 2, pp. 75-91.
8. **Bello Semiu**, Bolanle Kolawole-Ismail (2020). A survey of social media and political participation of Ilorin-South youths in the 2015 general elections in Nigeria. *Journal of Language and Communication*, Vol. 7, No. 2, pp. **(Journal article)**
9. Oludare Ogunyombo, **Bello Semiu** (2020). Exploring the use of indigenous languages in antenatal care sessions among mothers in Lagos State. In Salawu, A. & Oyesomi, K. O. (Eds.) *Emerging trends in indigenous language media, communication, gender, and health*, pp. 19-44. **(Chapter contribution)**
10. Bello, Semiu: (2020) Researching media effects and media audiences: The unending contest. In Qlatunji R. W & Ndissika A (Eds). *Media, governance and sustainable development in Nigeria*, pp. 313-330. **(Chapter contribution)**
11. **Bello, Semiu**, Okunlola-Badmos Halimat (2019): People living with HIV/AIDS: In the face of social stigmas and the role of therapeutic communication. *Media and Communication Currents*. Vol.3, No. 1, pp. 92-112. **(Journal article)**
12. **Bello Semiu**, Babatunde Jelili (2019). Public perception and content analysis of newspaper editorials on herdsmen/farmers conflict in Nigeria. *AKSU Journal of Communication Research*, Vol. 4, pp. 141-160. **(Journal article)**
13. Bello Semiu, Aleshinloye Abiodun (2019). Cartooning in Nigerian newspapers: An analysis of political and corruption issues in selected newspapers. In Oso, L., Olatunji, R. W., Omojola, O & Oyero, S. (Eds.). *Beyond Fun: Media entertainment, politics and development in Nigeria*, pp. 237-248. **(Chapter contribution)**
14. Bello Semiu (2019). Communications and organizational leadership: Towards a trado-modern communication model. In Awodun, M., Adedigba O., Odinko, M. N, & Bipath, K. (Eds.), *Effective leadership in education*, pp. 158-180. **(Chapter contribution)**
15. Bello, Semiu & Oso Lai (2018). Newspaper framing of issues in the 1999 Yoruba-Hausa inter-ethnic conflict in Sagamu. *Agogo, Journal of Humanities*. Vol. 5, pp. 87-96 **(Journal article)**
16. Rasheed A. Adebisi & **Bello, Semiu** (2018). Perception and practice of integrated marketing communication (IMC) among selected marketing communication agencies in

Nigeria. *Acta Universitatis Danubius. Communication*, Vol. 12, No 1, pp. 86-112. **(Journal article)**

17. **Bello, Semiu & Oso Lai** (2018) Newspaper reportage of conflicts: An examination of the 1999 Yoruba-Hausa inter-ethnic conflict in Sagamu. *Babcock Journal of Mass Communication*, Vol. 3, No. 1, pp.1-16. **(Journal article)**
18. **Bello, Semiu & Bolanle Kolawole Ismail**: (2017) Social media and political participation in Nigeria: A theoretical perspective. *Ebonyi State University Journal of Mass Communication*, Vol. 4, No. 1, pp. 149-165. **(Journal article)**
19. **Bello, Semiu**: (2017) A content analysis of newspaper coverage of malaria, HIV/AIDS and polio in relation to Northern Nigeria. *Journal of Language and Communication*, Vol. 4, No. 2, pp.168-187. **(Journal article)**
20. **Bello, Semiu, Khadijah Aledeh** (2017) Health communication history and strategies: Reflecting on global perspectives in Nigeria context. *Babcock Journal of Mass Communication*, Vol. 2, No. 3, pp: 13-36. **(Journal article)**
21. **Bello, Semiu** (2016) An analysis of dominant health issues, voices and victims in health reportage in Nigerian national newspapers. *Journal of Media and Social Development*. Vol. 4, No 2, pp. 31-59. **(Journal article)**
22. **Bello, Semiu** (2015). The Influence of the Global Health Campaigns on the Coverage of HIV/AIDS, Malaria and Polio in Nigerian Newspapers. *Journal of Media and Social Development*, Vol. 3, No. 4, pp. 1-24. **(Journal article)**
23. **Bello, Semiu** (2015). The general challenges involved in health reporting among newspaper health reporters in Nigeria. *Malaysian Journal of Media Studies*, Vol. 17, No 1, pp. 70-85. **(Journal article)**
24. **Bello, Semiu** (2015). Advancement on Agenda Setting Theory: Interrelationship with priming and framing and proper application in communication research. *Journal of Media and Communication Research (JCMR)*, Vol. 7, No 2, pp. 77-92. **(Journal article)**
25. **Bello, Semiu** (2015) Health Reporting in Nigerian newspapers: A study. *Mass Communicator: International Journal of Media Studies*, Vol. 9, No 3, pp. 4-15. **(Journal article)**

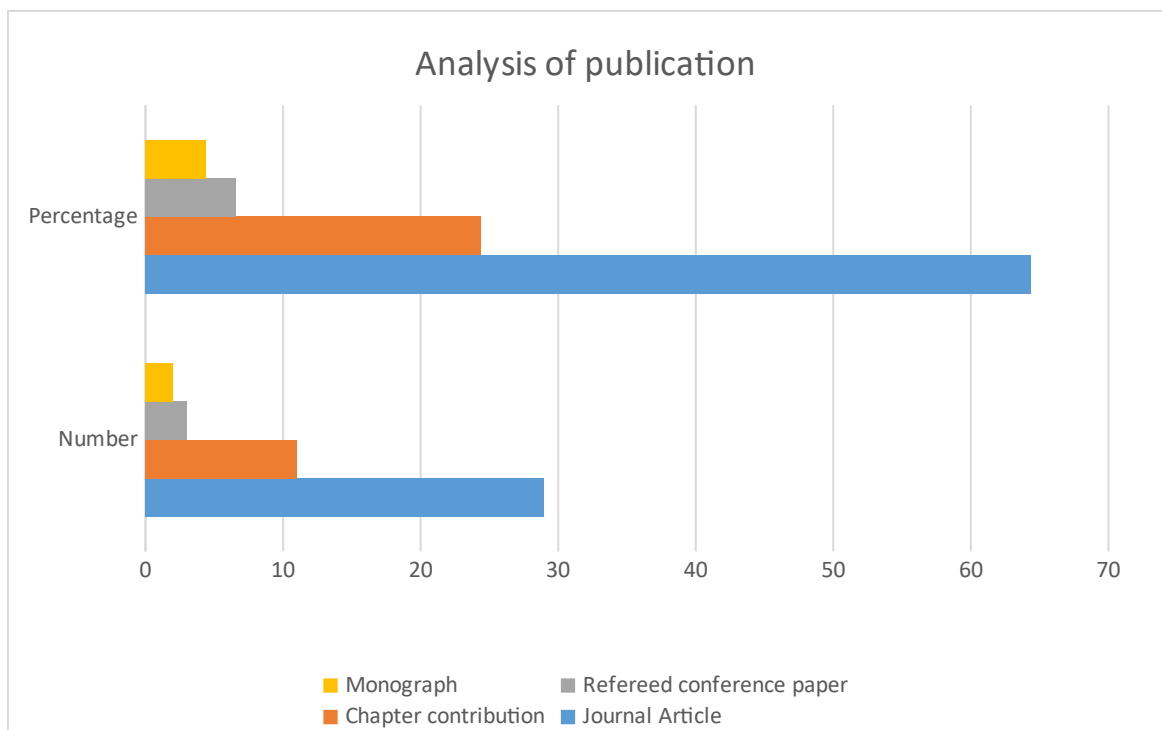
26. Bello, Semiu. (2015) Converging points and issues in health communication in new media context. *Journal of Media and Communication Review*, Vol. 1, No. 1, pp. 1-26. **(Journal article)**
27. Bello, Semiu. (2015) Dissemination of Health Information by Nigerian Newspapers: A Correlation Analysis on the Health Behaviours of Newspaper Readers in Nigeria. Rethinking Communication, Space and Identity: Australia and New Zealand Communication Association (ANZCA) 2015 Conference Book of Proceedings. pp. 1-17. **(Refereed conference book of proceeding)**
28. Bello, Semiu (2014). Interrelationship of health communication and health literacy, therapeutic communication and other related concepts, *Journal of Media and Communication Research*, Vol. 6, No 2, pp. 175-194. **(Journal article)**
29. Bello, Semiu (2014). An analysis of newspaper coverage of HIV/AIDS, malaria and polio in Nigeria. *Covenant Journal of Communication (CJOC)*, Vol. 2, No. 2, pp. 1-21. **(Journal article)**
30. Adejola Aminat, **Bello, Semiu** (2014). Media ownership and objectivity: Issues involved and the future direction. In Oso, L., Olatunji, R., & Owen-Ibie, N. (Eds), *Journalism and media in Nigeria: Context, issues and practice*, pp. 101-114. Canada University Press, Concord, Ontario, Canada. **(Chapter contribution)**
31. **Bello, Semiu**, Adejola Aminat, Adebimpe Peter (2013). Media literacy and audience choice of television station: A study of television viewers in Ogun State. *Journal of Media and Communication Research*, Vol. 5, No 2, pp.115-138. **(Journal article)**
32. **Bello, Semiu**, Adesemoye Steven (2013). The instrumentality of the media in evolving and sustaining political goodwill for credible governance in Nigeria. *New Media and Mass Communication*, Vol. 17. (2013), pp. 70-78. **(Journal article)**
33. Bello, Semiu (2013). The dynamics of interpersonal communication system in political communication campaign, *New Media and Mass Communication Journal*. Vol. 10 (2013), pp. 33-39. **(Journal article)**
34. Lai Oso, **Bello, Semiu**. (2013). New media, new voices and the democratic process. In Ngu, J., Oso, L. & Soremekun, O. (Eds.), *Journalism, gender and democratic governance in Nigeria*, pp. 1-27. UNESCO, Nigeria. **(Chapter contribution)**

35. **Bello, Semiu**, Adejola Aminat, Folarin Jamiu (2012). Unethical practices among journalists and the Nigerian public sphere. *Online Journal of Communication and Media Technologies*, Vol. 2, Issue 4, pp. 205-224. **(Journal article)**
36. Lai Oso, **Bello, Semiu** (2012). The concept and practice of corporate governance in Nigeria: The need for Public Relations and effective corporate communication. *Journal of Communication*, Vol. 3, No. 1, pp. 1-16. **(Journal article)**
37. Bello, Semiu (2012). Communicating anti-malaria information through radio. *Journal of Media and Aesthetics*, Special Issue (January 2012), pp. 228-242. **(Journal article)**
38. Bello, Semiu (2012). Impact assessment of western films on teenagers and the question of cultural promotion in African society. *Global Media Journal: Pakistan Edition*, Vol. 4, No 2, pp. 80-92. **(Journal article)**
39. **Bello, Semiu**, Kasali Taofeek (2012). The imperatives of leadership concept in media management. *International Journal of Research in Commerce, IT and Management*, No. 4, Vol. 2, No. 1, pp. 36-40. **(Journal article)**
40. Lai Oso, **Bello, Semiu** (2012). Conceptualizing media audiences: Contextual and contrasting perspectives. In Tobeckukwu, E. N., Naribo, N. S. & Sobowale, I (Eds.), *Critique and application of communication theories*, pp. 228-258. Covenant University Press, Nigeria. **(Chapter contribution)**
41. **Bello, Semiu**, Adejola Aminat (2011). Social and professional implications of brown envelope syndrome among journalists in Abeokuta, Nigeria. *Journal of Media Studies*. Vol. 26, No. 2, pp. 143-156. **(Journal article)**
42. Bello, Semiu (2011). Western films and the personality development of teenagers in Nigeria. *Journal of Library Educational Media and Information Studies (JOLEMIS)*. Vol. 3, September 2011, pp. 106-112. **(Journal article)**
43. **Bello, Semiu**, Adejola Aminat (2011). Empowering Nigerian citizenry through media literacy. African Council for Communication Education (ACCE) 2011 Annual Conference Book of Proceedings, pp. 233-242. **(Refereed conference book of proceeding)**

44. Bello, Semiu (2011). *Newspaper for quality education in Nigeria: concepts, trends & values*. ISBN: 978-3-8473-1131-7, LAMBERT Academic Publishing, Germany. (Available on the internet, search by the title or Semiu Bello). **(Monograph)**
45. Bello, Semiu (2011). *Radio and the menace of malaria in Africa: Alternate means for effective prevention*. ISBN: 978-3-8473-1141-6, LAMBERT Academic Publishing, Germany. (Available on the internet, search by the title or Semiu Bello). **(Monograph)**
46. Bello, Semiu (2010). Communication and cultural promotion for sustainable development: The challenges of globalisation. In Wilson, D. (Ed.) *Perspectives on communication and culture*, pp. 399-414. African Council for Communication Education (ACCE), Nigeria. **(Chapter contribution)**
47. Bello, Semiu (2009). Promotion of newspapers as supplementary teaching and learning resources for quality education. *Journal of Library Educational Media and Information Studies (JOLEMIS)*. Vol.1, No.1, pp. 51-66. **(Journal article)**
48. Bello, Semiu (2009). Conceptual analysis of news writing dynamics. In Bello, B. (Ed.) *Advocacy in creative and critical media presentation*, pp. 183-199. Fem Ades Publishers, Abeokuta, Nigeria. **(Chapter contribution)**
49. Bello, Semiu (2009). Book review: Conceptual framework and a practical paradigm. In Bello, B. (Ed.) *Advocacy in Creative and critical Media presentation*, pp. 200-217. Fem Ades Publishers, Abeokuta. **(Chapter contribution)**
50. Bello, Semiu (2009). The Role of Mass Media in Achieving Millennium Goals in Africa and the Question of Human Capital Exchange. Book of Proceedings, 2009 International Conference of the Society for Interdisciplinary Research (SIR), pp. 17-22. **(Refereed conference book of proceeding)**

Analysis of publication

Publication	Number	Percentage
Journal Article	31	64.4
Chapter contribution	15	24.4
Refereed conference paper	03	6.6
Monograph	02	4.4
Total	51	



Papers under review

1. Bello Semiu & Sobanke, Sunday Joseph: The practice and appraisal of Public Relations strategies by Lagos State Command of the Nigeria Police and the image question. *Journal of Media Studies*
2. Lai Oso & Semiu Bello: Fostering effective synergy between security operatives and the general public: Reflecting on public relations approach. *International Journal of Communication Networks and Information Security (IJCNIS)*

On-going studies

1. Open defecation practice in Nigeria and health communication campaigns: A theoretical approach

2. Assessment of digital media literacy in the utilization of social media platforms among postgraduate students in universities in Kwara State
3. Nigerian newspapers and environmental reporting: A content analysis of dominant issues and implications on the attitude of Ilorin elites on environmental care
4. Theory and practice of artificial intelligence journalism and among Nigerian journalists: A test of awareness and perception of career threat among Kwara and Osun States journalists
5. Self-medication habit among youths: An examination of health communication strategies of Ministry of Health and other stakeholders in Kwara and Oyo States
6. Health care delivery in Nigerian Universities: A survey of student-users on the effectiveness of therapeutic communication by health care providers in universities in Osun State.

Papers Presented at Conferences, Seminars and Workshops

1. Jamiu Folarin, Dele Odunlami & **Bello Semiu** (2018): Bridging the gap between the newsrooms and the classrooms in the digital age. Presented at the Media, Communication and Information Technology (MCIT) International Conference hosted by the Department of Media & Communication Studies, Afe Babalola University, Ado Ekiti, Ekiti State on Monday, 10th September, 2018.
2. **Bello, Semiu** & Sobande Joseph (2018). Appraisal of Public Relations Strategies In Non-Commercial Organisations: An Examination Of Lagos State Command of The Nigeria Police. Presented at the ICJMC 2018: 20th International Conference on Journalism and Mass Communication organized by the World Academy of Science, Engineering and Technology (WASET) held between 3rd and 4th June, 2018 at the Hotel Pennsylvania 401 Seventh Avenue at 23rd Street New York NY10001.
3. Bello, Semiu (2015). Historical Development of Newspaper in Nigeria: A Reflection of the Present-Day Newspaper Industry. Presented at 2015 Conference of Journalism Education Association of New Zealand (JEANZ) held between 17th and 18th December, 2015 at the Massey University, Wellington New Zealand.
4. Bello, Semiu (2015). Dissemination of Health Information by Nigerian Newspapers: A Correlation Analysis on the Health Behaviours of Newspaper Readers in Nigeria. Presented at the 2015 Australian and New Zealand Communication Association

(ANZCA) held at Rydges Hotel and Resort, Queenstown New Zealand on the 7th- 10th July, 2015.

5. Bello, Semiu (2015). Newspaper Coverage of Health Issues in Nigeria: An Assessment of the Challenges Involved and the Influence of Global Health Campaigns. Presented at ***Brownbag***, a research and seminar platform in the School of Language, Social and Political Sciences, University of Canterbury, New Zealand on 11th March, 2015.
6. Bello, Semiu (2015). Newspaper Coverage of Health Issues in Nigeria: A Triangular Approach. Presented at ***Research Chat***, a research and seminar Platform in the Department of Media and Communication, School of Language, Social and Political Sciences, University of Canterbury, New Zealand on the 10th March, 2015.
7. Bello, Semiu (2014). Interrelationship between Health Communication, Health Literacy, Therapeutic Communication and Other Related Concepts at the 2014 Conference of the International Association of Media and Communication Researchers (IAMCR) held at the Hyderabad International Convention Centre between 15th and 19th July, 2014.
8. Bello, Semiu (2013). Health, Health Reporting and Nigerian Newspaper. Presented at ***Brownbag***, a research and seminar platform in the School of Language, Social and Political Sciences, University of Canterbury, New Zealand on 4th February, 2014.
9. **Bello, Semiu, Adejola Aminat** (2011). Empowering Nigerian Citizenry through Media Literacy, presented at the 2011 Annual Conference of African Council for Communication Education (ACCE) held at Covenant University on 20th-22nd September, 2011.
10. **Bello, Semiu, Adejola Aminat** (2011). Media Ownership and Objectivity: Issues involved and the Future Direction, presented at the 2nd Idowu Sobowale Conference hosted by the Department of Mass Communication, Caleb University, Imota-Lagos, Nigeria held on 10th to 13th May, 2011.
11. Bello, Semiu: (2011). Communicating Health Information and Programmes Through Radio in Preventing and Reducing Malaria Attacks in Nigeria: A Study of Sagamu Community of Ogun State, presented at the Professor Des Wilson Conference on Communication, held on the 17th and 18th March, 2011 at the University of Uyo, Nigeria.

12. **Bello, Semiu,** Adejola Aminat (2010). Social and Professional Implications of Brown Envelope Syndrome among Journalists in Abeokuta, Nigeria. Presented at the 2010 African Council for Communication Education (ACCE) Annual Conference, Nigerian Chapter, held on October 12-14, 2010 at America University of Nigeria, Adamawa, Nigeria.
13. Bello, Semiu (2009). The Role of Mass Media in Achieving Millennium Goals in Africa and the Question of Human Capital Exchange. Presented at the 2009 International Conference of the Society for Interdisciplinary Research (SIR).

CONFERENCES, SEMINARS AND WORKSHOPS ATTENDED

1. Leadership and Administrative Seminar on **Monitoring and Evaluation (M & E)** for Executive and Organisational Managers organized by McDam Consulting Ltd held at Nigerian Stored Products Research Institute (NSPRI) Guest Houses Yaba, Lagos State on 21st- 23rd January, 2022.
2. Workshop on Modern Techniques and Resources for Qualitative Academic Research organized by the Faculty of Information and Communication Technology, Kwara State University on 9th September, 2021 held at Faculty of ICT.
3. The 5th Idowu Sobowale Conference hosted by the School of Mass Communication, Lagos State University Ojo, Lagos, Nigeria on the 29th March-2nd April, 2021.
4. 7th Annual and 1st Virtual Conference of the Association of Communication Scholars and Professional of Nigeria (ACSPN) held on 2nd- 3rd September, 2020.
5. Leadership Training Workshop on “Emotional Intelligence for Organisational Leaders”, organised by McDam Consulting Ltd held at Lagos Chamber of Commerce and Industry (LCCI), Lagos, Nigeria on the 29th February, 2020.
6. Virtual Academic Training and Workshop on “Conducting Research in the Age of Pandemic” organised by the Communication and Research Network from 17th- 18th July, 2020.

7. 2019 Conference of the Association of Communication Scholars and Professionals of Nigeria (ACSPN) held at Park Inn Hotel Abeokuta Nigeria between 3rd and 4th September, 2019.
8. Workshop on Online Educational Resources (OER) organised by Center for Innovation in Teaching & Research (CITR), Kwara State University (KWASU) held on 30th January, 2019.
9. The Media, Communication and Information Technology (MCIT) International Conference hosted by the Department of Media & Communication Studies, Afe Babalola University, Ado Ekiti, Ekiti State on Monday, 10th September, 2018.
10. ICJMC 2018: 20th International Conference on Journalism and Mass Communication organized by the World Academy of Science, Engineering and Technology (WASET) held between 3rd and 4th June, 2018 at the Hotel Pennsylvania 401 Seventh Avenue at 23rd Street New York NY10001.
11. 1st International Conference organised by the Faculty of Social and Management Sciences, Olabisi Onabanjo University, Ago Iwoye Nigeria on the 25th-27th, October, 2017.
12. Media Empowerment Seminar Series (MedESS) organised by Cinqall Communications Limited Nigeria held at Nigeria Union of Teachers Hall Abeokuta on 5th August, 2017.
13. Second Edition of History Series organised by the Association of Communication Scholars and Professional of Nigeria (ACSPN) held at Biodun Shobanjo Centre of Excellence in Multimedia & Cinematography Building, Department of Mass Communication, University of Lagos, Akoka Nigeria on Thursday 19th May, 2016.
14. The 2015 Conference of Journalism Education Association of New Zealand (JEANZ) held between 17th and 18th December, 2015 at the Massey University, Wellington New Zealand.
15. The 2015 Australian and New Zealand Communication Association (ANZCA) held at Rydges Hotel and Resort, Queenstown New Zealand on the 7th- 10th July, 2015.
16. The 2014 Conference of the International Association of Media and Communication Researchers (IAMCR) held at the Hyderabad International Convention Centre between 15th and 19th July, 2014.

17. Inaugural Conference of the Association of Communication Scholars and Professionals of Nigeria (ACSPN) held at Reiz Continental Hotel Abuja Nigeria between 3rd and 4th September, 2014.
18. The 2nd Ebenezer Soola Conference on Communication, organised by the Department of Communication and Language Arts, University of Ibadan, Nigeria. April 2013.
19. Research and Publishing Skills Enhancement Workshop organized by Department of Communication and Language Arts, University of Ibadan, May 2012.
20. The 14th Annual Conference of African Council for Communication Education held at Covenant University Ota Ogun State on 20th-22nd September, 2011.
21. The 4th Society for Interdisciplinary Research (SIR) Conference on Multidisciplinary Research and Global Development held on the 22nd- 24th, June, 2011 at Fountain University Oshogbo, Nigeria.
22. The 2nd Idowu Sobowale Conference hosted by the Department of Mass Communication, Caleb University, Imota-Lagos, Nigeria on the 10th and 13th May, 2011.
23. International Conference on Islamic Banking and Finance organised by Crescent University Abeokuta in March, 2010.
24. International Conference organized by the African Council for Communication Education (ACCE) held at the University of Ghana, Legon, Accra, Ghana on the 11th – 13th August, 2009.
25. The 2009 International Conference organized by Society for Interdisciplinary Research (SIR) held at Federal Institute of Industrial Research Oshodi (FIIRO) Lagos, Nigeria, in June 2009.
26. Seminar on On-line SIWES Training organized by Industrial Training Fund (ITF), held in Jos, Nigeria, in July 2009.
27. Mandatory Continuing Professional Development (MCPD), organised by Nigerian Institute of Public Relations (NIPR), in September, 2008.

MEMBERSHIP AND REGISTRATION WITH ACADEMIC/PROFESSIONAL BODIES

- i. Member, International Association for Media and Communication Researchers (IAMCR)
- ii. Member, World Academy of Science, Engineering and Technology (WASET)

- iii. Member, Communication, Medicine and Ethics (**COMET**) Society
- iv. Member, African Council for Communication Education (**ACCE**)
- v. Member, Society for Interdisciplinary Research (**SIR**), Nigeria
- vi. Member, Nigerian Institute of Public Relations (**NIPR**)
- vii. Member, Nigeria Union of Journalists (**NUJ**)
- viii. Member, International Association of Environmental Communication (**IAEC**)
- ix. Member, Association of Communication Scholars and Professionals of Nigeria (**ACSPN**)
- x. Member, Association for Education in Journalism and Mass Communication (**AEJMC**)
- xi. Member, West African Research Association (**WARA**)
- xii. International Society for Development and Sustainability (**ISDS**)

ADMINISTRATIVE FUNCTIONS AT THE UNIVERSITY LEVEL

- i. Ag. Head of Department, Mass Communication, Kwara State University, Malete Nigeria
Date of Appointment 1st June, 2021 till date
- ii. Member, Faculty Management Board, Faculty of Information and Communication
Technology, Kwara State University 2021-till date
- iii. Postgraduate Coordinator, Department of Mass Communication, Kwara State University
Malete via Ilorin, Kwara State Nigeria 2018-2020
- iv. Postgraduate Coordinator, Department of Mass Communication, Olabisi Onabanjo
University Ago Iwoye Nigeria. 2017-2018
- v. Assistant Public Relations Officer: Faculty of Social and Management Sciences
Conference, Olabisi Onabanjo University, Ago Iwoye, Nigeria 2017
- vi. Member, Publicity Committee, Faculty of Social and Management Sciences Conference,
Olabisi Onabanjo University, Ago Iwoye, Nigeria 2017
- vii. Chairman, Departmental Seminar and Research Committee, Department of Mass
Communication, Olabisi Onabanjo University Ago Iwoye Nigeria: February 2016-
2018

- viii. Secretary: Departmental Board of Examiners, Department of Mass Communication,
Olabisi Onabanjo University Ago Iwoye Nigeria: January 2016-2018
- ix. Member, Departmental Board of Examiners, Department of Mass Communication,
Olabisi Onabanjo University Ago Iwoye Nigeria:
2012-2018
- x. Member, Departmental Postgraduate Board, Department of Mass Communication,
Olabisi Onabanjo University Ago Iwoye Nigeria:
2015-2018
- xi. Member, Faculty Board of Examiners, Faculty of Social and Management Sciences,
Olabisi Onabanjo University Ago Iwoye Nigeria 2012-2018
- xii. Editorial Adviser, *OOU Parrot Magazine: A Training Publication for Students of Mass
Communication, Olabisi Onabanjo University Ago Iwoye* (2016 Edition)
- xiii. Editorial Adviser, *Aiyekooto Newspaper: A Training Publication for Students of Mass
Communication, Olabisi Onabanjo University Ago Iwoye* (2016 Edition)
- xiv. Member, Final Year Project Coordination Committee, Department of Mass
Communication, Olabisi Onabanjo University, Ago Iwoye, 2013
- xv. Member, Departmental Institutional Registration Committee with Advertising
Practitioner Council of Nigeria (APCON),
2013
- xvi. Level Adviser, 2012/2013 Regular Students, Department of Mass Communication,
Olabisi Onabanjo University, Ago Iwoye,
2013
- xvii. Level Adviser, 2009/2010 CESAP Students, Department of Mass Communication,
Olabisi Onabanjo University, Ago Iwoye,
2012-2013
- xviii. Editorial Adviser, *OOU Parrot Magazine: A Training Publication for Students of Mass
Communication, Olabisi Onabanjo University Ago Iwoye* 2013 Edition
- xix. Editorial Adviser, *Aiyekooto Newspaper: A Training Publication for Students of Mass
Communication, Olabisi Onabanjo University Ago Iwoye* 2013 Edition

- xx. Secretary and Head of Logistics, Accreditation Committee, Department of Mass Communication, Crescent University Abeokuta, 2012. (Full Accreditation Granted by NUC).
- xxi. Member, College Seminar Committee, College of Social and Management Sciences (COSMAS), Crescent University Abeokuta, 2009-2011
- xxii. Member, Equipment Acquisition Committee, College of Social and Management Sciences (COSMAS), Crescent University Abeokuta, 2009
- xxiii. Students Industrial Work Experience Scheme (SIWES) Departmental Representative, Department of Mass Communication, Crescent University Abeokuta, 2009-2012
- xxiv. Editorial Adviser, *Crescent Voice Newspaper*, a Training Publication of the Department of Mass Communication, Crescent University Abeokuta, 2009 -2012
- xxv. Member, Publicity Committee, 2010 International Conference on Islamic Banking and Finance organised by Crescent University Abeokuta, 2010
- xxvi. Conference Secretary, 2010 International Conference on Islamic Banking and Finance organized by Crescent University Abeokuta in March, 2010
- xxvii. Staff Adviser, Mass Communication Students Association, Crescent University Chapter, 2008-2012

AREAS OF RESEARCH INTEREST

- Print Journalism and Media Studies
- Health Communication
- Development Communication
- Mass Media Studies and Society
- Mass Media and Communication Research
- Communication Theories
- Media Literacy
- Public Relations
- Organisational and Strategic Communication
- Digital Media and Media Convergence

KEY RESEARCH METHODOLOGIES

- Content Analysis (Quantitative and Qualitative)
- In-depth Interview
- Survey
- Theoretical and qualitative analysis

POSTGRADUATE SUPERVISION COMPLETED SO FAR

S N	RESEARCH TITLE	LEVEL	CANDIDATE NAME	YEAR
1	Cartooning in Nigerian Newspapers: An Analysis of Political and Corruption Issues in Selected Daily Newspapers	M.Sc in Mass Comm	ELESHINLOYE Abiodun Esther	2018
2	People Living with HIV/AIDS in the Face of Social Stigmas and the Role of Therapeutic Communication: A Study of Olabisi Onabanjo University Teaching Hospital Sagam Nigeria	M.Sc in Mass Comm	BADMUS- OKUNLOLA Halimat	2018
3	Public Perception and Content Analysis of Newspaper Editorials on Herdsmen-Farmers Conflict in Nigeria	M.Sc in Mass Comm	TIJANI Jelili Babatunde	2018
4	Perception and Practice of Integrated Marketing Communication among Selected IMC Companies in Nigeria	M.Sc in Mass Comm	ADEBIYI Rasheed Ademola	2017
5	Influence of Sexual and Reproductive Health Campaigns on Teenagers in Ibadan North West Local Government Area	M.Sc in Mass Comm	SALAUDEEN Kamoru Aremu	2017
6	Role of Public Relations in Crisis Management: A Study of Indomie Noodles Poisoning Crisis	PGD in Public Relations	ABOABA Olatunde	2017
7	Appraisal of Public Relations Strategies in a Non-Commercial Organisations: A Study of Nigeria Police Force, Lagos State Command	PGD in Public Relations	SOBANKE Joseph Sunday	2017

COURSES TAUGHT AND EXAMINED SO FAR

MAC 302 Development Communication

MAC 416 Multimedia Production

MAC 111 Writing for Mass Media

MAC 311 Media Convergence
MAS 101 Introduction to Mass Communication
MAS 102 African Communication Systems
MAS 106 Introduction to Public Relations
MAS 108 Introduction to Advertising
MAS 203 News Writing and Reporting
MAS 204 Media Relations
MAS 204 Editing and Graphics of Communication
MAS 205 Introduction to Photojournalism
MAS 208 Mass Media Research
MAS 210 Communication Theories
MAS 302 Investigative and Interpretative Journalism
MAS 304 Communication and Society
MAS 305 Newspaper and Magazine Production
MAS 316 Reporting Religion
MAS 316 Ethics and Public Relations
MAS 317 Practical Newspaper Production
MAS 321 Advertising Campaign Planning
MAS 405 Mass Media Law and Ethics
MAS 412 Advertising Organisation and Management
MAS 415 Media Organisation and Management
MAS 409 Editorial Writing
MAS 410 Public Relations in Practice
MAS 407 Special Topics in Public Relations
MAS 411 Public Relations Case Studies
MAS 417 Advertising and High Information Technology

Postgraduate courses

MAS 701 Foundations of Public Relations (PGD Class)
MAS 702 Public Relations Policy, Planning and Strategy (PGD Class)
MAS 816 Principles of Management and Marketing in PR and Advertising (M.Sc Class)
PGD 703 Communication Theories (PGD Class)

- MAC 809 Media Organisation and Management (M.Sc Class)
- MAC 831 Ethics & Social Responsibility in PRAD (M.Sc Class)
- MAC 801 Global Media System (M.Sc Class)
- PGR 706 Research Methods in Communication (PGD Class)
- MAC 824 Newspaper/Mag Management Production (M.Sc Class)
- EHS 823 Environmental Journalism (M.Sc Class in Environmental Health Science)
- MAC 808 Advanced Media Law and Media Ethics (M.Sc Class)
- MAC 860 Health and Environmental Communication (M.Sc Class)
- MAC 801 Advanced Mass Communication Theories (M.Sc Class)
- MAC 847 Managing Advertising and PR Organisations (M.Sc Class)

OTHER ACADEMIC ASSIGNMENTS OUTSIDE THE UNIVERSITY

- i. **Member/Reviewer**, Scientific and Technical Committee & Editorial Review Board on Humanities and Social Sciences for the World Academy of Science, Engineering and Technology (**WASET**)
- ii. **Member/Reviewer**, Peer Review Panel: *Malaysian Journal of Media Studies* 2015-date
Task: Reviewing articles submitted for publication consideration in *Malaysian Journal of Media Studies*.
- iii. **Member of Editorial Board**, World Journal of Social Science (<http://www.sciedu.ca/journal/index.php/wjss/about/editorialTeam>) 2016 - 2018
Task: Reviewing articles submitted for publication consideration in World Journal of Social Science.
- iv. **Reviewer: Journal of Communication and Media Research**
Task: Reviewing articles submitted for publication consideration in Journal of Communication and Media Research
- v. **Reviewer: Journal of Media and Mass Communication**
Task: Reviewing articles submitted for publication consideration in Journal of Media and Mass Communication
- vi. **Reviewer: Global Health Promotion**

Task: Reviewing articles submitted for publication consideration in Journal of Media and Mass Communication

vii. **Reviewer: Journal of Communication and Media Review**

Task: Reviewing articles submitted for publication consideration in Journal of Communication and Media Review

viii. **Reviewer: Babcock Journal of Mass Communication**

Task: Reviewing articles submitted for publication consideration in Journal of Communication and Media Review

COMMUNITY DEVELOPMENT ACTIVITIES

- i. Founder and National Coordinator: **The Regenerate Initiative** (Tri) for Community health and Youth Development. An NGO focusing on community health and youth development.
- i. President: Greatways Empowerment Club- An economic and poverty alleviation club based in Sagamu, Ogun State, Nigeria. 2018-till date
- ii. National Public Relations Officer, Ofin High School Alumni, 2016-2020.
- iii. Secretary, Board of Governors: Pride of Faith Academy, Sagamu, Nigeria: 2015 till date
- iv. Chairman, School Management Board: Pride of Faith Academy Sagamu, Nigeria: 2015-till date
- v. Member, Board of Trustee (BOT), Pride of Faith Academy Sagamu, Nigeria: 2015-till date
- vi. Vice President: 2013-2015: University of Canterbury Muslim Students Association (UCMUSA) Christchurch, New Zealand.
- vii. President: 2009-2013: Greatways Empowerment Club- An economic and poverty alleviation club based in Sagamu, Ogun State, Nigeria.
- viii. Secretary: 2012 till date; Board of Trustees (BOT): Greatways Empowerment Club- An economic and poverty alleviation club based in Sagamu, Ogun State, Nigeria.
- ix. Assistant General Secretary: 2010-2012: Parents Teachers' Association (PTA), Onigegeara Group of Schools, Isara Remo, Ogun State Nigeria.
- x. Head, Media and Publicity: 2009-2011, Remo Ambassadors- A Community-Based Development Organisation, Ogun State Nigeria.

- xi. General Secretary: 2008-2010: Muslim Students Society of Nigeria, Ogun State Area Unit, Nigeria.
- xii. General Secretary: 1998-2008: Muslim Students Society of Nigeria, Remo Area Council, Ogun State Nigeria.

REFEREES

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